

telephone 2-0032

May 9, 1951

Mr. Charles Kerlee,
146 E. 86th St.,
New York, 22
N.Y.

Dear Mr. Kerlee:-

Herewith are three proofs and negatives to give you an idea only of the location I told you of over the phone. I went out there yesterday afternoon and found to my surprise that the small stream which usually runs about four inches of water and which it is necessary to ford to get to the right place, was running too deep to cross. Irrigating water from the reservoir above was being let out. (We are in the midst of a terrible drought, the worst in the history of the state).

So I made one negative from a sight on the far side of the little stream which shows you the formations with a late afternoon sun on them. I finally found the man in charge of the water and learned that they were just then turning the water off. I went back to the ford and was able to get across but it was so late that the sun was nearly down. I made two negatives anyway just to show a possible location and the 4x5 with my own car in it to give you perspective and scale. At the right time of day and a fine sky, which we have most of the time, I believe that this location or near it would serve your purpose well. A couple of "cowboys" could be obtained easily from the immediate neighborhood. As you see there is a road and with some further scouting I believe that even a nearer site to the formations could be found which would dramatize them even more.

If this site appeals to you and it would be of any help to you, I shall be glad to go out and make a good 8x10 landscape for you. I must be off on another job to-day but will be free to-morrow and could work it in right away.

I regret that I ran into difficulties yesterday but I found that that water situations occurs on Mondays and Tuesdays. These negatives are pretty punk, there was no time to do anything but set up and shoot, but I trust that they will serve the purpose of showing you the site I had in mind. I can think of many others farther afield, but this is near and very convenient and very dramatic under the proper light conditions. I would want to see it in the very early morning also. With hasty greetings,

and as I wired you this morning, I hope there is still time for another try. The cowboys are wonderful and all parties very interested in the problem and we are all pretty sick about our weather.

I am wondering if there are any of the negatives that are at all usable and I also wonder if the foreground with car and horses were O.K. in any, if it would be possible to use another negative of cliffs and sky if as and when! I am sending you everything, including some which are no good as the background is not quite sharp as I couldn't stop so far enough because of the light. I am not sure that the back end of the car is weighted quite enough, but the front fender began to go up with no one in the front seat. There was a slight grade.

I am extremely unhappy over the way this has turned out so far for I do want to pull this off to your satisfaction as well as my own. I have been seeing the western settings used by other cars or tire companies and the possibilities are endless, and I would very much like to do this sort of work for either you or Ayer.

The one thing needed is sufficient time to be certain of results. I understand just what you want. You may not know that all through the war I took a job as chief public relations photog. at the Boeing Airplane Co of Wichita Kan. so I know what meeting an assignment is.

I seem to be feeling responsible for the weather! But I do hope there is still time for one more effort.

Very sincerely yours,